

ETP marches against the unhealthy practice of online travel portals

TO SLOW DOWN THE PRICE WAR AND ENHANCE THE INDUSTRY STANDARDS, ETHICAL TOURISM POLICY (ETP) HAS BEEN LAUNCHED BY A GROUP OF TRAVEL AGENTS. UNDER ETP, THEY ARE ASKING HOTELIERS TO ALLOW DISPLAY OF DISCOUNTED HOTEL RATES ONLY ON B2B ONLINE PORTALS AND NOT ON B2C PORTALS. RAKESH LAMBA, ONE OF THE ETP INITIATORS AND TOURISM CONSULTANT SHARES MORE ABOUT THE INITIATIVE AND THE FUTURE PLANS TO MAKE IT A SUCCESS.

Ruchi Rani

There is no doubt that the online travel portals are convenient, accessible, consumer friendly and offer lower rates than the agents, hence they are welcomed by all and treated as the new travel agents of today's world. But, at the same time, they are hampering the business of travel agents and making them shut their shops. Lamba feels that the travel agents are in highly losses due to this on-going price war created by the online portals and that's why ETP has been invented. Till now, over 600 plus supporters has joined its Facebook page and WhatsApp group has also been joined by many trade partners.

"Due to this unhealthy practice of portals many tour operators have started shutting the business as they are not able to compete with unethical practice of portals of selling lower than the cost price. Only bigger agents having strong financial backup are able to survive but not making money. They are also into wait and watch situation. But no one is raising the concern at the right platform, reason best known to them," Lamba added.

Lamba further shared, "Initially we were sure that portals will not be able to compete with off line tour operators because personalized services provided by all offline tour operators are always best but then portals started offering heavy discounts and majority of the time lower than the cost. Due to which price war started taking off in the industry."

Clearing the concept of ETP that it is marching against portals policy not

ETHICAL TOURISM POLICY



What is Ethical Tourism Policy (ETP)?

A request to hotels to display the discounted hotel rates only on B2B portals and B2C portals should display rates set by hotels and no discounted rates. Initiated by Rakesh Lamba the ETP is now supported by industry people like Arvind Khanna, Harjinder Singh, Debashish, Rajat Sawhney, John Ibrahim and many more.

technology, Lamba said, "I can understand that portals should continue so far the clients are getting the best price. But please note that tourism industry is going into the hands of few portals supported by venture capitalists. This will soon bring monopolist situation in the industry and only handful of portals will be ruling the industry and dictating their terms to hotels, airlines etc."

Talking about the future plans of ETP group, Lamba said, "Our first motive is to create awareness of ETP concept amongst all industry partners and also create a large movement across India and even globally. After that we will take ETP to right forums of hotel associations and bodies like FAITH etc. But before that we want to create a mass movement so that we are heard on all the important platforms and taken seriously."

TRAVELPORT CONTINUES TO DRIVE INDUSTRY MOMENTUM WITH ITS PIONEERING AIRLINE MERCHANDISING TECHNOLOGY

150 AIRLINES NOW LIVE WITH TRAVELPORT RICH CONTENT AND BRANDING; TAILORED OFFERS ALSO NOW AVAILABLE

Wonderlust Bureau

Travelport announced a major milestone in relation to its airline merchandising technology. Travelport's suite of merchandising products has continued to go from strength to strength and is setting Travelport apart from its peers in the distribution channel.

As of today, 150 airlines are now live with Travelport Rich Content and Branding. Travelport has added over 100 airlines since the start of 2015, demonstrating the value they see in Travelport's technology as an aide to drive additional revenues per seat and to detail the differentiated products and services they offer, which the traditional 'green screen' GDS cannot do effectively.

Building on this success, Travelport has recently also added the capability for airlines to make tailored or personalized offers to both individual travel agencies and/or the corporations that a Travel Management Company services.

In the past few weeks, Travelport has announced that carriers such as

British Airways, Iberia, SAS and JetBlue have all joined the roster of airlines around the globe using Rich Content and Branding including Fares Families.

Celebrating Travelport's achievements in airline distribution, Derek Sharp, Senior VP and MD for Air Commerce, Travelport, commented, "We're delighted to be celebrating such a major milestone in the evolution of Travelport's airline merchandising technology where we now lead the industry by a considerable margin. To reach 150 airlines enabled with Travelport Rich Content and Branding including Fares Families is a fantastic achievement."

Sandeep Dwivedi, Chief Commercial Officer, InterGlobe Technology Quotient, further added, "It is indeed a pleasure to be witnessing such high growth momentum and acceptance of RCB. The growth in numbers is a result of the personalized services the travel corporations and agencies are able to offer through RCB. It also illustrates the preference of airlines to offer more flexible options and thereby deliver higher value in the industry."